



# CENTRAL AVENUE

## SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

366 Central Avenue, Suite 201 Jersey City, NJ 07307

**Ph:** (201) 656-1366 **Fx:** (201) 656-4037

[www.CentralAveSID.org](http://www.CentralAveSID.org)

June 2, 2010

Contact:

Lauren Ricca, Director

Central Avenue S.I.D. Management Corporation

Ph: 201.656.1366

[lr@jcheights.com](mailto:lr@jcheights.com)

[www.centralavesid.org](http://www.centralavesid.org)

### FOR IMMEDIATE RELEASE

## Mass Transportation on Central Avenue Increases by 300%

**Jersey City, NJ** –Starting June 7<sup>th</sup>, COACH USA Red & Tan will increase morning rush hour bus routes 10/99s from **four to twelve** pickups along Central Avenue in the Jersey City Heights. To encourage ridership and ease the transition, COACH USA will promote a \$2.00 cash fee to New York City from June 7<sup>th</sup> - June 11<sup>th</sup> on this line.

“Even during difficult economic times COACH USA is coming up with innovative ways to attract their valued riders,” say CASID President, Michael Yun. He continued, “Instead of cutting down on their services like many other mass transportation companies, Red & Tan will be taking this opportunity to provide more convenience and service to their esteemed customers.”

“We are pleased to see this expanded service for riders from Jersey City into New York City,” said **Mayor Jerramiah T. Healy**. “I have long been an advocate for increased mass transportation, and believe that is where resources and funding should be allocated. This is a good step in the right direction.”

With this improvement, bus service along Central Avenue is increasing 300% traveling into New York City throughout the morning hours, further increasing the dependability of the Red & Tan line. Weekday NYC commuters can catch the frequent buses at Central Avenue and Hutton Street at the following times:

5:37 AM	7:49 AM
5:56 AM	8:00 AM
6:16 AM	8:24 AM
6:48 AM	8:37 AM
7:00 AM	9:01 AM
7:25 AM	9:06 AM

(more)

(2)

After the weeklong promotion standard rates will return. Yet, the Central Avenue \$2.75 promotional rate will continue, as long as tickets are purchased in advance at Garden State News (366 Central Avenue), Goehrig's Bakery (475 Central Avenue), or Mendez Agency Nationwide Travel (263 Central Avenue.) This offer allows Central Avenue riders some of the lowest fares in Hudson County, with a \$5.50 round-trip fee. Compared to other legitimate transit companies, COACH USA offers the most affordable twenty-minute commute from Central Avenue to mid-town Manhattan's Port Authority Bus Terminal and is an accessible and highly desirable attraction for those living in the Heights section.

COACH USA Manager, Jim Rutherford, declares that this improvement is a sign of continued reinvestment in the economic development of Hudson County. He states, "We are proud to serve our community and work very closely with organizations such as the CASID in order to understand our customers' needs. They provide valuable research and feedback to our company which helps us boost our services."

As a result of this new effort, Red & Tan will also implement a trial Express Bus from Bayonne to NYC that will depart on 3<sup>rd</sup> Street Bayonne, travel along Kennedy Blvd. and enter onto the NJ Turnpike to the Lincoln Tunnel. This will cut down on commuting time immensely for Bayonne commuters, eliminating approximately ten minutes off of their commute, without traffic.

IF YOU HAVE NOT DONE SO ALREADY, PLEASE JOIN OUR E-MAIL LIST ON  
WWW.JCHEIGHTS.COM FOR MORE INFO AND UPDATES ON THIS ISSUE.

# # #

(more)